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Before the

FEDERAL COMMUNICATIONS COMMISSION

FCC MAIL ROOM

Washington, D.C. 20554

In the matter of:)
)
Amendment of FCC Rules)
Station Application)
Procedure)
First-time Applicants)
Applicants with no other)
Broadcast Interests)

PETITION FOR RULE MAKING

Trident Media and Broadcasting, Ltd., an Illinois corporation, by its President, Michael Scott Clem, respectfully requests the Commission to amend its Rules governing Station Application Procedure to include a provision stating that first-time applicants and/or applicants with no other broadcast interests filing for facilities in villages, towns, cities, counties, parishes or other such geographical locations wherein there exists no more than one (1) locally owned broadcast station per service may receive automatic grant of a Construction Permit for an AM, FM or TV broadcast station upon submitting an application, in the case of AM, or a Petition for Rule Making for a new broadcast channel and corresponding application, in the case of FM or TV, and all applicable fees, without competition, provided that all information contained in docu-

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mentation filed in conjunction with the proposal of new broadcast facilities is correct and consistent. This proposal is filed with the intent that this proposed rule:

(A) defines "locally-owned broadcast station" as a broadcast station owned by an individual maintaining a permanent residence or a corporation, unincorporated association, general partnership, limited partnership or other entity maintaining general headquarters in the same village, town, city, county, parish or other geographical location in which the station is located,

(B) applies only to first-time applicants and/or applicants holding no interest in any media of mass communication, applying for facilities in villages, towns, cities, counties, parishes or other such geographical locations wherein there exists no more than one (1) locally-owned broadcast station per service, whether the applicant is an individual, corporation, unincorporated association, general partnership, limited partnership or other entity, and

(C) applicants seeking broadcast facilities under this provision are not backed by or affiliated with entities holding any interest in any media of mass communication, and have not entered into any agreement, express or implied, which could or would connect entities holding any interest in any media of mass communication to the application pro-

cedure or the subsequent ownership and/or operation of the facility applied for before application is made for a broadcast facility under this provision.

In support thereof, the following is stated:

1. The elimination of competing applications against applicants under this proposal will generate an influx of new petitions for rule making, resulting in additional broadcast channels and, consequently, increased competition within the broadcasting industry, so as to further the declared intent of the Telecommunications Act of 1996.

2. Automatic grant of construction permits under this provision will create a fair and equal opportunity for applicants pitted against major broadcasting conglomerates with matchless financial and influential carry.

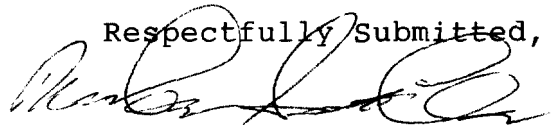
3. The creation of new opportunities for entities to enter the broadcasting industry will, in turn, produce new broadcast stations with varied programming choices and thus break the monotony of massive consolidation in respective markets which may be detrimental to service in the public interest.

4. The proposed rule will undoubtedly generate interest by applicants who desire to construct stations to offset the automated and satellite-driven "clone" stations in specific areas by committing to local broadcasting service.

5. Applicants who are given an opportunity to enter the broadcasting industry under this provision will have an opportunity to generate the necessary revenue to increase their holdings in the industry, thus maintaining increased widespread competition.

Therefore, for the foregoing reasons, Trident Media and Broadcasting, Ltd. respectfully requests the Commission to amend its Rules governing Station Application Procedure and to implement the proposed provision therein.

Respectfully Submitted,

A handwritten signature in dark ink, appearing to read 'Michael Scott Clem', written over the typed name.

Michael Scott Clem, President
for Trident Media and Broadcasting, Ltd.

28 December 1997

In reply refer to:

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